

Clean Energy Sector Strategy:

A vision for the Sacramento region

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Project Goals

- Use data to better understand the region's clean energy technology cluster
- Develop an actionable, data driven cluster strategy





The Research Team

- Sacramento Employment and Training Agency (SETA)
- Center for Strategic Economic Research (CSER)
- Center of Excellence (COE)
- Valley Vision & Green Capital Alliance





Why Clean Energy Technology?

- Regional focus since 2005
- Strength of existing partnerships
- Robust company base
- Academic and research excellence
- Innovative local utilities
- Sector is growing





Cluster Characteristics and Competitive Analysis

- Original research around emerging sectors required to meet stakeholder needs
- Cluster analysis—establishment database and regional competitiveness
- Research validation effort collected additional company insights
- Ongoing effort to track cluster trends until standard data available





Solar Industry Research

Research Objectives

1. Measure solar employment and growth in the Sacramento Region
2. Identify employer workforce issues and challenges
3. Profile key occupations in the solar industry

Process

1. Surveyed 42 solar firms in the Sacramento Region
2. Collected information on three segments in the supply chain





Solar Industry Research

Findings

1. Total employment has nearly doubled in the last four years
2. The number of firms has increased by 60%
3. Some reported challenges in finding qualified applicants

Using the Data

1. Adapt existing programs to meet the demands of solar firms across the supply chain
2. Encourage a regional advisory committee to support ongoing programs





Engaging Employers

- Capitalized on relationships already in place
 - 5+ years of collaboration
- Specific strategies
 - CEO Roundtables
 - Surveys (CET and solar companies)
 - Regional planning meetings
 - Individual follow up





Regional Action Areas

- Clean Tech Market Creation
- Marketing Regional Business Climate
- Raising Corporate Green IQ
- Promoting Financing Innovation
- Innovation Based Entrepreneurship
- Workforce Development & Education





Leveraging Resources

- Focus on immediate opportunities and existing resources
- Strategies are realistic and actionable
- Coordinated with other efforts underway
- Careful matching with champion's interest and expertise
- One on one conversations with champions
- Public launch event





Achieving Sustainable Change

- GCA adopts sector strategy
- Regional Greenwise Initiative
- Sacramento Workforce Investment Board support for CET
- 230 job placements since late 2009
- University of Phoenix debuts new programs
- Establishment level regional CET database





An Employer's Perspective

- Beutler Corporation Overview
- Follow the Green Brick Road
- Green Friends & Partners
- Obstacles
- Solutions & Success
- Challenges & Outlook



Moving Forward



- Clean Transportation: Electric vehicle readiness
- Energy Efficiency: Create pilot projects that focus on large employers
- Green Building: Develop new financing tools for green building products and services

